



PROFILE

A versatile customer care professional able to communicate effectively in fluent English. Excellent interpersonal communication and organization skills.

A Professional experienced Head Chef, Restaurant Manager, Back & Front Office Operations Manager with hands-on experience in the F&B Industry for the last 18 years. My experience covers all aspects of the F&B industry including management, front end customer & back-end kitchen, staff management, creation of menus and distribution to the necessary product creation departments, daily owners' management reports, paying close attention to comp-set pricing & products.

CONTACT

ADDRESS:
Dubai

PHONE:
+971 55 380 2786

EMAIL:
ismailarbee@gmail.com

LINKEDIN:
[linkedin.com/in/ismail-arbee-90433459](https://www.linkedin.com/in/ismail-arbee-90433459)

FACEBOOK:
Ismail Arbee

ISMAIL ARBEE

Franchise Head Chef & Restaurant Manager
– South Africa & the UAE

EDUCATION

Thekwini College, South Africa

2006

Diploma in Food & Hospitality Management

Durban, South Africa

2004

Matriculated with a Senior Pass

WORK EXPERIENCE

Hyperama & Soul Fire Dubai, UAE

General Manager & Head Chef

June 2021 – Present

- Collaborate with suppliers & develop partnerships.
- Build relationships with the customers & deal with complaints.
- Support marketing team with videography & photography for menus and social media pages.
- Run the day-to-day operations in FOH & BOH.
- Overlook operations on a supply chain level – ensuring that ingredients are purchased, shipped and received in a timely manner.
- Drive recipe innovation within the team and empower them to be creative.
- Develop signature recipes for the restaurant menus.
- Update & monitor government requirements for the restaurants, from cleanliness of the kitchens to health and safety regulations are being adhered to.
- Maintaining inspection and maintenance records for Dubai Municipality Food Safety Department.
- Develop & expand the business – present franchise proposals to malls, currently opening franchises (Soul Fire)
- Drive cost reduction whilst ensuring quality of the food exceeds expectations.
- Marketing Management - Developing marketing strategies and plans, customer value & loyalty programs.
- Analyzing business markets as well as organization buying behavior.
- Identifying market segments and targets, dealing with competition
- Certified PIC
- Manage the in-house bakery.
- Manage multiple locations in Abu Dhabi, Motor City and Al Ain.

INSTAGRAM:
Chef_ismail/rb

YOUTUBE
<https://youtu.be/G61sDjWYbk>

SKILLS

- Risk Mitigation
- Project Management
- Stakeholder Relations
- Supplier Negotiations
- Operational Analysis
- Relationship Management
- Strategic Implementation
- Market Analysis of comp-set
- Reporting & Documentation
- Marketing Communication
- Self-Disciplined and ambitious individual with leadership capabilities
- Enthusiastic, vibrant, and highly motivated with a wealth of experience in F&B
- Self-motivated individual who welcomes challenges
- Ability to push the boundaries and expectations in pursuit of excellence in
- A versatile customer care professional able to communicate effectively in fluent English
- Excellent interpersonal communication and organization skills
- Pro-active & goal driven
- Budget management
- Excellent listener
- Friendly, Courteous, and service oriented
- Poised under pressure
- Staff training & Coaching
- Recruiting and Hiring Talent
- Quality Assurance
- Solid written and verbal communicator
- Creativity

- Store inspections every week and submit reports to CEO.
- Manage and maintain monthly stock takes.
- Analyze monthly management reports & make cost saving decisions.
- Maintain great staff relations and problem solving.
- Manage store logistics including drivers, dispatching stock from central kitchen to other store locations.

Achievements:

- Decreased cost of sales to between 30% and 35%
- Partner with sales representatives to generate business through third part delivery apps such as Talabat, Deliveroo, Chatfood.io, Noon, Smiles & Zomato.
- Catered dinner & breakfast for the President of South Africa in 2022.

Canvas Grill Durban, South Africa Managing Director

Nov 2013 – March 2020

- Develop & execute the company's business strategies in order to attain goals.
- Prepare & implement comprehensive business plans.
- Plan cost effective operations & market development activities.
- Supervise the work of employees providing guidance and motivation to drive maximum performance.
- Ensure a positive work environment.
- Ensure performance appraisals, training & professional development activities.
- Analyze problematic situations and occurrences and provide solutions to ensure company survival and growth.
- Developing marketing strategies and marketing campaigns.
- Managing stock purchasing and stock control
- Recipe and menu development
- Managing day to day operations.
- Driving team building as well as staff motivation keeping the work place a positive working environment always.
- Co-ordinating event planning and catering for corporate events.
- Expansion of products to retail stores across South Africa
- Monitoring health and safety regulations.
- Establish quality control and excellent presentation of plated food.

Achievements:

- Expanded into private Cheffing.
- Extended my business into Event planning and catering for corporate events. Through positive feedback and continued support I also was successful in creating my own TV show of 60 episodes which were broadcasted on Deen Channel and uploaded on YouTube.
- Cooked with celebrity MasterChef Deena Naidoo on Deen Channel.
- My personality and love for food broadened my opportunities into Radio presenting on Radio Lotus South Africa.
- Marketed my business and myself doing live demos for various shows. This expanded into me being a brand ambassador for other companies.

Adega, Gateway Mall Branch Durban, South Africa Head Chef & General Manager

Dec 2009 – Oct 2013

- Handling the financial report for day-to-day sales.
- Handling customer complaints, corporate customers and fulfilling their requirements.

- Drove compliance by keeping employees aware and strengthening their knowledge.
- Improved flavor and quality on all dishes.
- Submitting monthly performance reports.
- Enforced marketing strategies.
- Managing staff and monitoring their performance monthly providing incentives.
- Analyzing stock takes and maintaining food safety.
- Responsible for staff recruitment as well as staff discipline.
- Monitored cleanliness and hygiene in the restaurant.

Achievements:

- Increased turnover significantly in the restaurant.
- Achieved highest turnover store in the franchise 3 years in a row.
- Was rewarded by the company for excellence in performance and an award for outstanding performance.

Fishmonger Durban, South Africa
Head Chef

Dec 2008 – Oct 2009

- Implemented systems to make day to day tasks easy
- Managed food production and quality control
- Handling ordering and maintaining minimum stock values
- Managing staff
- Monitoring costing

Oyster Box Hotel Durban, South Africa
Chef

Jul 2006 – Nov 2008

- Began as a comi chef in the terrace kitchen preparing fast food dishes
- Moved into the cold kitchen preparing salads for dining customers
- Promoted to pastry kitchen
- Promoted to banqueting for events maximum 100 covers
- Promoted to the Grill Room kitchen to prepare fine dining meals

Achievements:

- Oyster Box was awarded the Chaine des Rotisseur.

SKILLS

- Proficient with MS Office applications
- BIMPOS, GAAP & HIKE Software